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COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF OKLAHOMA

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May 1980 VOL. 48, ISSUE 5

SUMMARY OF INDICATORS

Category	2 Mos. '80	2 Mos. '79	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80
Personal Income (Monthly Average)					
Unadjusted ($000,000)	2,174	1,846	2,178	17.8	0.3
Adjusted for CPI ($000,000)	925.9	896.6	921.3	3.3	– 1.0
Crude Oil Production (000 bbl)	24,371	35,616	12,007	– 31.6	– 2.9
Industrial Power Sales (000,000 Kwh)[a]	1,236	1,194	610	3.5	– 2.6
Total Bank Deposits ($000,000)[b]					
Demand	3,924	3,562	3,790	10.2	– 6.6
Savings	6,723	6,075	6,799	10.7	2.3
Savings and Loan Associations ($000,000)					
Assets	5,452	4,936	5,465	10.4	0.5
New Mortgage Loans Made	106	122	63	– 13.1	46.5
Employment					
Total Labor Force (000)[c]	1297.0	1239.4	1298.7	4.6	0.2
Total Employment (000)	1250.9	1188.0	1254.4	5.3	0.6
Unemployment Rate (%)	3.6	4.2	3.4	—	—

[a]Sales of larger privately owned utility companies.
[b]Total deposits of the Federal Reserve Member Banks.
[c]Civilian Labor Force.

RETAIL TRADE IN SELECTED CITIES ($000)

City	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80	City	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80
Ada	12,023	27.4	3.7	Idabel	4,909	27.0	– 1.0
Altus	9,910	25.6	9.3	Lawton	31,497	21.8	2.8
Alva	3,538	17.4	– 1.5	McAlester	11,043	36.9	– 4.2
Anadarko	3,315	3.5	– 2.5	Miami	8,724	24.7	1.8
Ardmore	15,967	39.0	4.0	Midwest City	28,114	26.4	10.8
Bartlesville	22,851	38.7	– 1.2	Norman	29,485	25.9	8.0
Blackwell	3,764	41.8	– 3.3	Oklahoma City	237,815	27.8	3.2
Broken Arrow	13,145	43.2	7.6	Okmulgee	6,555	29.2	– 0.1
Chickasha	10,246	26.2	6.7	Pauls Valley	4,010	37.1	– 1.9
Clinton	6,430	41.0	7.6	Pawhuska	2,424	26.4	3.1
Cushing	4,792	43.5	– 8.0	Ponca City	15,860	27.8	5.5
Del City	9,590	20.1	5.9	Poteau	4,787	44.7	0.6
Duncan	15,409	32.8	3.4	Sand Springs	8,428	22.1	8.2
Durant	7,321	25.9	8.6	Sapulpa	8,388	36.4	0.6
Edmond	16,666	23.8	8.4	Seminole	5,301	54.2	9.4
Elk City	6,737	42.6	2.9	Shawnee	14,916	26.6	2.0
El Reno	7,104	33.8	7.5	Stillwater	13,271	30.0	– 7.8
Guthrie	4,473	20.2	5.5	Tahlequah	6,087	19.4	4.2
Guymon	4,493	14.6	5.4	Tulsa	217,215	28.7	5.6
Henryetta	4,585	31.8	16.8	Watonga	2,215	4.5	– 3.2
Hobart	2,383	31.8	9.7	Wewoka	1,777	32.6	– 6.3
Holdenville	2,418	35.1	8.8	Woodward	10,463	27.0	7.9
Hugo	3,907	38.0	5.9	**Total Selected Cities**	864,351	28.7	4.2

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.

RETAIL TRADE AND CONSTRUCTION

Category	2 Mos. '80	2 Mos. '79	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80
RETAIL TRADE ($000)					
Durable Goods[a]	929,407	611,064	486,616	52.1	9.9
Auto Dealers	588,476	362,097	321,335	62.5	20.3
Accessory Dealers	75,505	52,218	36,582	44.6	– 6.0
Total Automotive	663,981	414,315	357,917	60.2	16.9
Furniture	69,183	52,256	33,370	32.4	– 6.8
Household Appliances	37,804	29,815	18,325	26.8	– 5.9
Total Furniture and Appliances	106,987	82,071	51,695	30.4	– 6.5
Lumber and Building Materials	137,937	86,225	66,045	60.0	– 8.1
Hardware Stores	10,501	8,372	4,986	25.4	– 9.6
Total Lumber, Building Materials and Hardware	148,438	94,597	71,031	56.9	– 8.2
Nondurable Goods[a]	1,319,396	1,164,842	653,308	13.3	– 1.9
Apparel	139,109	108,741	67,558	27.9	– 5.6
Drug Stores	37,105	38,098	18,921	- 2.6	4.1
Eating and Drinking Places	191,072	146,285	93,788	30.6	– 3.6
Food Group	478,935	437,282	236,088	9.5	– 2.8
Service Stations	142,395	131,297	75,346	8.5	12.4
Department Stores, Mail Order Houses and Variety Stores	257,369	201,242	123,709	27.9	– 7.4
Total Retail Trade	2,248,803	1,775,906	1,139,924	26.6	2.8
CONSTRUCTION					
Private Residential Building Permits Issued					
Number of Units	2,249	1,711	861	31.4	– 38.0
Residential Contract Awards[b]					
Dollar Value ($000)	147,430	143,208	75,319	3.0	4.4
Number of Units	2,827	3,510	1,443	– 19.5	4.3
Nonresidential Contract Awards					
Commercial ($000)	140,829	118,558	53,193	18.8	– 39.3
Industrial ($000)	24,821	21,406	20,934	16.0	E
Nonbuilding Contract Awards					
Streets and Highways ($000)	32,727	31,927	16,214	2.5	– 1.8
All Other Nonbuilding ($000)	30,574	366,923	18,198	– 91.7	47.0
Total Contract Awards ($000)[b]	376,381	682,022	183,858	– 44.8	– 4.5

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
E = Exceeds 600 percent.
[a]Totals include data for categories not shown in the table.
[b]Includes revisions in some previous months.

LAWTON SMSA

Category	2 Mos. '80	2 Mos. '79	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80
Employment (Number)					
Labor Force	31,338	31,775	31,500	– 1.4	1.0
Total Employment	29,900	30,262	30,075	– 1.2	1.2
Unemployment Rate (%)	4.6	4.8	4.5	—	—
Private Residential Permits Issued					
Dollar Value ($000)	4,025	2,816	2,127	42.9	12.1
Number of Units	108	148	44	– 27.0	– 31.2
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	4,992	5,029	2,955	– 0.7	45.1
Number of Units	92	121	56	– 24.0	55.6
Nonresidential Contract Awards					
Commercial ($000)	5,035	897	676	461.3	– 84.5
Industrial ($000)	176	0	0	—	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	1,310	51	780	E	47.2
All Other Nonbuilding ($000)	503	157	45	220.4	– 90.2
Total Contract Awards ($000)	12,016	6,134	4,456	95.9	– 41.1
Retail Trade ($000)					
Food	19,359	16,372	9,491	16.1	– 3.8
Apparel	2,840	2,376	1,195	19.6	– 27.4
General Merchandise	11,562	10,869	5,729	6.4	– 1.8
Furniture	3,658	3,163	1,860	15.7	3.4
Lumber	4,122	2,680	1,908	53.8	– 13.8
Auto Dealers	22,012	13,378	12,095	64.6	22.0
Service Stations	3,671	3,332	1,944	10.2	12.5
All Other	4,376	2,887	1,943	51.6	– 20.1
Total	71,600	55,357	36,165	29.3	2.1

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
E = exceeds 600 percent.

ENID AND MUSKOGEE AREAS

Category	2 Mos. '80	2 Mos. '79	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80
ENID SMSA					
Employment (Number)					
Labor Force	26,625	25,675	26,575	3.7	– 0.4
Total Employment	25,938	24,862	25,975	4.3	2.9
Unemployment Rate (%)	2.6	3.2	2.3	—	—
Private Residential Permits Issued					
Dollar Value ($000)	2,779	2,148	1,053	29.4	– 39.0
Number of Units	41	44	12	– 6.8	– 58.6
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	2,219	3,422	1,269	– 35.2	33.6
Number of Units	30	66	14	– 54.6	– 12.5
Nonresidential Contract Awards					
Commercial ($000)	421	711	321	– 40.8	221.0
Industrial ($000)	350	2,000	0	– 82.5	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	0	0	0	0.0	0.0
All Other Nonbuilding ($000)	1,726	0	1,726	—	—
Total Contract Awards ($000)	4,716	6,133	3,316	– 23.1	136.9
Retail Trade ($000)					
Food	11,712	9,679	5,689	21.0	– 5.6
Apparel	4,880	3,985	2,334	22.4	– 8.3
General Merchandise	9,118	6,826	4,491	33.6	– 2.9
Furniture	3,851	2,688	1,816	43.3	– 10.8
Lumber	5,070	2,641	2,359	92.0	– 13.0
Auto Dealers	16,063	9,766	8,626	64.5	22.0
Service Stations	2,848	2,653	1,508	7.4	12.5
All Other	9,263	6,083	4,252	52.3	– 15.2
Total	62,805	44,321	31,275	41.7	– 0.8
MUSKOGEE MA					
Employment (Number)					
Labor Force	26,650	26,150	26,800	1.9	1.1
Total Employment	25,300	24,512	25,425	3.2	1.0
Unemployment Rate (%)	5.0	6.3	5.1	—	—
Private Residential Permits Issued					
Dollar Value ($000)	1,543	392	960	293.6	64.4
Number of Units	36	8	19	350.0	11.8
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	2,743	3,090	1,740	– 11.2	73.5
Number of Units	54	68	29	– 20.6	11.5
Nonresidential Contract Awards					
Commercial ($000)	199	1,622	45	– 87.7	– 70.8
Industrial ($000)	200	0	0	—	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	116	0	116	—	—
All Other Nonbuilding ($000)	472	421	166	12.1	– 45.8
Total Contract Awards ($000)	3,730	5,133	2,067	– 27.3	24.3
Retail Trade ($000)					
Food	11,360	10,266	5,696	10.7	0.5
Apparel	3,163	2,991	1,354	5.8	– 25.1
General Merchandise	6,057	5,120	3,049	18.3	1.4
Furniture	2,285	1,851	1,158	23.5	2.7
Lumber	2,886	1,840	1,298	56.8	– 18.2
Auto Dealers	12,967	7,970	7,122	62.7	21.9
Service Stations	3,132	2,885	1,658	8.6	12.4
All Other	7,563	5,299	3,609	42.7	– 8.7
Total	49,413	38,222	24,944	29.3	1.9

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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Center for Economic and Management Research
University of Oklahoma
Norman, Oklahoma 73019
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OKLAHOMA CITY AND TULSA SMSA

Category	2 Mos. '80	2 Mos. '79	Feb. '80	Percentage Change 2 Mos. '80/'79	Percentage Change Feb./Jan. '80
OKLAHOMA CITY SMSA					
Employment (Number)					
Labor Force	402,400	375,350	403,200	7.2	0.4
Total Employment	389,850	360,500	391,300	8.1	0.8
Unemployment Rate (%)	3.2	4.0	3.0	—	—
Mortgage Loans Made ($000)[a]	24,926	34,960	15,491	– 28.7	64.2
Bank Deposits ($000,000)[b]					
Demand Deposits	977	847	913	15.4	– 12.4
Time and Savings Deposits	1,514	1,442	1,549	5.0	4.7
Private Residential Permits Issued					
Dollar Value ($000)	42,915	28,447	19,703	50.9	– 15.1
Number of Units	942	638	361	47.6	– 37.9
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	51,764	31,000	24,795	67.0	– 8.1
Number of Units	777	740	390	5.0	0.8
Nonresidential Contract Awards					
Commercial ($000)	47,966	24,378	22,050	96.8	– 14.9
Industrial ($000)	0	18,000	0	—	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	9,406	10,882	7,340	– 13.6	255.3
All Other Nonbuilding ($000)	9,866	2,849	5,470	246.3	24.4
Total Contract Awards ($000)	119,002	87,109	59,655	36.6	0.5
Retail Trade ($000)					
Food	208,929	195,711	102,611	6.8	– 3.5
Apparel	52,232	38,093	24,863	37.1	– 9.2
General Merchandise	116,750	94,594	57,262	23.4	– 3.7
Furniture	38,829	30,650	19,068	26.7	– 3.5
Lumber	42,553	30,989	20,187	37.3	– 9.7
Auto Dealers	207,586	127,598	114,030	62.7	21.9
Service Stations	40,297	37,099	21,323	8.6	12.4
All Other	82,787	63,872	37,715	29.6	– 16.3
Total	789,963	618,606	397,059	27.7	1.0
TULSA SMSA					
Employment (Number)					
Labor Force	310,300	298,600	310,100	3.9	– 0.1
Total Employment	299,300	287,150	299,800	4.2	0.3
Unemployment Rate (%)	3.6	3.8	3.3	—	—
Mortgage Loans Made ($000)[a]	30,041	34,988	18,859	14.1	68.6
Bank Deposits ($000,000)[b]					
Demand Deposits	834	730	801	14.2	– 7.6
Time and Savings Deposits	1,194	1,166	1,201	2.4	1.2
Private Residential Permits Issued					
Dollar Value ($000)	25,625	16,667	10,685	53.8	– 28.5
Number of Units	723	349	233	107.2	– 52.4
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	27,910	31,888	14,539	– 12.5	– 12.5
Number of Units	583	911	272	– 36.0	8.7
Nonresidential Contract Awards					
Commercial ($000)	55,807	66,207	17,032	– 15.7	– 56.1
Industrial ($000)	23,025	1,284	19,924	E	542.5
Nonbuilding Contract Awards					
Streets and Highways ($000)	3,779	6,833	803	– 44.7	– 73.0
All Other Nonbuilding ($000)	6,976	3,844	5,369	81.5	234.1
Total Contract Awards ($000)	117,497	110,056	57,667	6.8	– 3.6
Retail Trade ($000)					
Food	150,701	140,764	77,133	11.3	– 3.0
Apparel	31,679	26,882	16,114	17.8	3.5
General Merchandise	72,417	55,971	33,911	29.4	– 11.9
Furniture	32,809	24,008	14,979	36.7	– 16.0
Lumber	33,556	21,369	15,496	57.0	– 14.2
Auto Dealers	152,860	94,104	83,966	62.4	21.9
Service Stations	33,035	30,453	17,481	8.5	12.4
All Other	67,448	46,936	29,492	43.7	– 22.3
Total	580,505	440,487	288,572	31.8	– 1.2

Note: All retail trade data are seasonally adjusted. Retail trade in this issue has been revised; previous data is available upon request.
E = exceeds 600 percent.
[a]By savings and loan associations.
[b]Total deposits of the Tenth District Federal Reserve Member Banks.

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ISSN 0030-1671

June 1980 VOL. 48, ISSUE 6

SUMMARY OF INDICATORS

Category	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Personal Income (Monthly Average)					
Unadjusted ($000,000)	2,181	1,886	2,194	15.6	0.7
Adjusted for CPI ($000,000)	922.2	911.1	914.9	1.2	-0.7
Crude Oil Production (000 bbl)	24,371	35,616	12,007	-31.6	-2.9
Industrial Power Sales (000 Kwh)[a]	1,839	1,790	603	2.7	-1.2
Total Bank Deposits ($000,000)[b]					
Demand	3,857	3,480	3,722	10.8	-1.8
Savings	6,743	6,086	6,782	10.8	-0.3
Savings and Loan Associations ($000,000)					
Assets	5,477	4,961	5,528	10.4	1.2
New Mortgage Loans Made	174	211	68	-17.5	7.9

[a]Sales of larger privately owned utility companies.
[b]Total deposits of the Federal Reserve Member Banks.

EMPLOYMENT TRENDS

Category	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Total Labor Force (000)[a]	1301.8	1243.3	1311.5	4.7	1.0
Total Employment (000)	1256.7	1195.0	1269.1	5.2	1.2
Agriculture (000)	47.7	48.1	49.7	−0.8	2.0
Nonagriculture (000)	1209.0	1146.9	1219.4	5.4	1.2
Unemployment Rate (%)	3.5	3.9	3.2	—	—
Manufacturing (000)	188.1	178.9	188.0	5.1	0.1
Government (000)	232.5	223.1	235.2	4.2	0.8
Contract Construction (000)	56.7	53.7	59.4	5.6	8.6
Services (000)	191.0	176.8	193.6	8.0	1.6
Retail Trade (000)	192.2	182.2	192.7	5.5	0.9
Average Weekly Hours					
Manufacturing (Per Worker)	40.3	40.3	40.7	0.0	1.8
Average Weekly Earnings					
Manufacturing ($ Per Worker)	286.52	251.55	294.26	13.9	3.8
Contract Construction ($ Per Worker)	348.36	338.98	353.56	2.8	6.0
Retail Trade ($ Per Worker)	187.46	171.92	188.44	9.0	4.1

[a]Civilian Labor Force.

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RETAIL TRADE AND CONSTRUCTION

Category	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
RETAIL TRADE ($000)					
Durable Goods[a]	1,366,888	963,742	441,465	41.8	-8.8
Auto Dealers	869,328	578,225	282,134	50.4	-11.9
Accessory Dealers	111,194	77,534	35,959	43.4	-1.2
Total Automotive	980,522	655,759	318,093	49.5	-10.8
Furniture	99,967	80,115	30,997	24.8	-6.5
Household Appliances	54,030	44,566	16,288	21.2	-10.6
Total Furniture and Appliances	153,997	124,681	47,285	23.5	-8.0
Lumber and Building Materials	190,619	133,047	53,796	43.3	-17.4
Hardware Stores	15,204	12,652	4,684	20.2	-6.2
Total Lumber, Building Materials & Hardware	205,823	145,699	58,480	41.3	-16.6
Nondurable Goods[a]	1,958,945	1,753,087	644,207	11.8	-1.0
Apparel	203,028	162,950	65,952	24.6	-1.2
Drug Stores	54,665	54,272	17,804	0.7	-5.2
Eating and Drinking Places	282,535	223,197	92,599	26.6	-0.4
Food Group	706,332	657,187	229,868	7.5	-2.0
Service Stations	214,460	200,879	72,186	6.8	-4.1
Department Stores, Mail Order Houses and Variety Stores	385,503	308,396	126,275	25.0	0.9
Total Retail Trade	3,325,833	2,716,829	1,085,672	22.4	-4.3
CONSTRUCTION					
Private Residential Permits Issued					
Number of Units	3,304	3,420	1,055	-3.4	22.5
Residential Contract Awards[b]					
Dollar Value ($000)	216,483	270,990	73,626	-20.1	4.1
Number of Units	4,428	6,531	1,673	-32.2	22.0
Nonresidential Contract Awards[b]					
Commercial ($000)	197,393	180,892	54,404	9.1	2.3
Industrial ($000)	29,430	28,688	4,959	2.6	-76.3
Nonbuilding Contract Awards					
Streets and Highways ($000)	59,856	55,462	27,129	7.9	67.3
All Other Nonbuilding ($000)	39,093	677,236	8,519	-94.2	-53.2
Total Contract Awards ($000)[b]	542,255	1,213,268	168,637	-55.3	-5.9

Note: All retail trade data are seasonally adjusted.
[a]Totals include data for categories not shown in the table.
[b]Includes revisions in some previous months.

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RETAIL TRADE IN SELECTED CITIES
($000)

Cities	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Ada	34,941	28,628	11,405	22.1	-4.6
Altus	28,006	23,304	8,977	20.2	-10.7
Alva	10,578	8,967	3,508	18.0	0.1
Anadarko	9,997	9,687	3,284	3.2	-0.9
Ardmore	45,314	34,606	13,942	31.0	-13.5
Bartlesville	68,135	50,511	22,357	34.9	-1.5
Blackwell	10,816	8,225	3,157	31.5	-16.2
Broken Arrow	37,420	27,377	12,086	36.7	-8.3
Chickasha	29,438	24,128	9,653	22.0	-5.5
Clinton	18,324	13,581	5,883	34.9	-9.8
Cushing	14,799	11,148	4,836	32.8	1.7
Del City	27,732	24,120	9,154	15.0	-4.7
Duncan	43,908	35,202	13,767	24.7	-10.7
Durant	20,136	17,156	6,196	17.4	-14.7
Edmond	46,265	39,530	14,359	17.0	-13.8
Elk City	19,459	13,605	6,233	43.0	-7.1
El Reno	20,102	15,524	6,299	29.5	-13.0
Guthrie	12,751	11,076	4,045	15.1	-10.0
Guymon	12,776	11,693	3,995	9.3	-11.7
Henryetta	12,346	9,941	3,846	24.2	-16.9
Hobart	6,755	5,435	2,215	24.3	-6.5
Holdenville	6,824	5,304	2,194	28.7	-9.2
Hugo	11,175	8,545	3,586	30.8	-8.4
Idabel	14,447	11,748	4,638	23.0	-4.8
Lawton	92,639	77,484	30,565	19.6	-2.9
McAlester	32,588	25,666	9,984	27.0	-9.5
Miami	24,965	21,309	7,692	17.2	-11.8
Midwest City	79,461	65,438	25,762	21.4	-8.8
Norman	83,743	68,607	26,979	22.1	-8.9
Oklahoma City	696,421	562,172	230,771	23.9	-2.1
Okmulgee	18,982	16,039	6,070	18.4	-5.1
Pauls Valley	11,651	9,239	3,650	26.1	-7.6
Pawhuska	7,167	5,755	2,392	24.5	-1.3
Ponca City	46,239	37,101	15,384	24.6	-2.8
Poteau	13,939	10,180	4,445	36.9	-7.3
Sand Springs	24,345	20,189	8,109	20.6	-3.8
Sapulpa	24,054	19,076	7,449	26.1	-11.4
Seminole	14,618	10,182	4,465	43.6	-16.5
Shawnee	43,429	35,742	14,000	21.5	-5.7
Stillwater	39,197	31,974	11,564	22.6	-12.7
Tahlequah	17,657	15,215	5,774	16.0	-4.7
Tulsa	611,524	498,764	189,037	22.6	-12.9
Watonga	6,212	5,657	1,719	9.8	-21.4
Wewoka	5,287	4,154	1,696	27.3	44.4
Woodward	31,472	23,958	11,119	31.4	5.0
Total Selected Cities	2,488,034	2,012,942	798,241	23.6	-7.5

NOTE: Retail Trade Data are seasonally adjusted.

OKLAHOMA CITY SMSA

Category	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Employment (Number)					
Labor Force	404,033	375,800	408,000	7.5	1.4
Total Employment	391,600	362,133	396,000	8.1	1.4
Agriculture	4,433	4,500	4,600	-1.5	2.2
Nonagriculture	387,167	357,633	391,400	8.2	1.4
Manufacturing	56,967	49,133	57,200	15.9	0.5
Government	88,467	83,733	89,100	5.6	0.4
Wholesale and Retail Trade	99,333	91,867	99,900	8.1	1.0
Unemployment Rate (%)	3.1	3.6	2.9	—	—
Average Weekly Earnings					
Manufacturing ($ Per Worker)	310.54	245.65	323.23	26.4	5.3
Industrial Power Sales (000 Kwh)	247,690	243,744	84,106	1.6	-3.3
Mortgage Loans Made ($000)[a]	41,756	59,760	16,830	-30.1	8.6
Bank Deposits ($000,000)[b]					
Demand Deposits	955	818	909	16.7	-0.4
Time and Savings Deposits	1,489	1,446	1,439	3.0	-7.1
Air Transportation					
Passengers Enplaning (Number)	232,709	256,408	N/A	-9.2	N/A
Passengers Deplaning (Number)	243,193	257,198	N/A	-5.4	N/A
Freight (Tons)	1,084.6	1,204.9	N/A	-10.0	N/A
Private Residential Permits Issued					
Dollar Value ($000)	63,792	58,890	20,877	8.3	6.0
Number of Units	1,362	1,300	420	4.8	16.3
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	77,399	70,268	25,635	10.1	3.4
Number of Units	1,421	1,618	644	-12.2	65.1
Nonresidential Contract Awards					
Commercial ($000)	73,867	61,029	25,901	21.0	17.5
Industrial ($000)	2,549	18,130	2,549	-86.0	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	10,955	13,951	1,549	-21.5	-78.9
All Other Nonbuilding ($000)	11,642	13,333	1,776	-12.7	-67.5
Total Contract Awards ($000)	176,412	176,711	57,410	-0.2	-3.8
Retail Trade ($000)					
Food	318,873	294,442	109,656	8.3	6.7
Apparel	75,051	57,302	23,127	31.0	-6.2
General Merchandise	174,806	145,597	58,021	20.1	1.3
Furniture	57,073	46,560	18,263	22.6	-3.8
Lumber	58,344	46,803	15,841	24.7	-20.7
Auto Dealers	307,414	204,118	99,014	50.6	-13.9
Service Stations	60,691	56,760	20,429	6.9	-4.1
All Other	119,817	98,306	37,126	21.9	-2.2
Total	1,172,069	949,888	381,477	23.4	-4.2

NOTE: All retail trade data are seasonally adjusted.
[a]By savings and loan associations.
[b]Total deposits of the Tenth District Federal Reserve Member Banks.

TULSA SMSA

Category	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Employment (Number)					
Labor Force	310,733	299,600	311,800	3.7	0.6
Total Employment	300,067	288,767	301,900	3.9	0.8
Agriculture	4,000	4,000	4,000	0.0	0.0
Nonagriculture	296,067	284,767	297,900	4.0	0.8
Manufacturing	61,033	58,700	61,000	4.0	0.2
Government	30,300	30,600	30,400	-1.0	0.3
Wholesale and Retail Trade	70,767	68,700	70,600	3.0	-0.2
Unemployment Rate (%)	3.5	3.6	3.2	—	—
Average Weekly Earnings					
Manufacturing ($ Per Worker)	294.80	272.37	298.50	8.2	2.3
Industrial Power Sales (000 Kwh)	441,878	432,169	146,123	2.2	-4.8
Mortgage Loans Made ($000)[a]	46,660	60,361	16,619	-22.7	-11.9
Bank Deposits ($000,000)[b]					
Demand Deposits	.809	707	760	14.4	-5.1
Time and Savings Deposits	1,205	1,153	1,226	4.5	2.1
Air Transportation					
Passengers Enplaning (Number)	231,378	235,828	85,027	-1.9	20.2
Passengers Deplaning (Number)	234,691	231,345	85,967	1.5	20.8
Freight (Tons)	1,553	1,779	505	-12.7	2.6
Water Transportation					
Tulsa Port of Catoosa					
Tons In	100,625	53,349	41,725	88.6	76.0
Tons Out	470,032	301,830	121,184	55.7	-20.9
Private Residential Permits Issued					
Dollar Value ($000)	35,342	37,901	9,717	-6.8	-9.1
Number of Units	1,002	857	279	16.9	19.7
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	40,612	61,125	12,702	-33.6	-12.6
Number of Units	934	1,563	351	-40.2	29.0
Nonresidential Contract Awards					
Commercial ($000)[c]	63,486	83,274	7,599	-23.8	-55.4
Industrial ($000)	23,160	8,236	135	181.2	-99.2
Nonbuilding Contract Awards					
Streets and Highways ($000)	18,749	9,849	14,970	90.4	E
All Other Nonbuilding ($000)	10,407	299,591	3,431	-96.5	-36.1
Total Contract Awards[c]	156,414	462,075	38,837	66.2	-32.7
Retail Trade ($000)					
Food	226,602	210,393	70,936	7.7	-7.1
Apparel	46,977	40,676	15,440	15.5	-3.8
General Merchandise	100,632	82,615	28,238	21.8	-16.4
Furniture	47,424	36,107	14,733	31.4	-1.1
Lumber	46,010	33,654	12,523	36.7	-18.9
Auto Dealers	226,375	150,541	72,908	50.4	-13.9
Service Stations	49,754	46,591	16,747	6.8	-4.1
All Other	94,308	71,669	25,251	31.6	-17.3
Total	838,082	672,246	256,776	24.7	-11.2

NOTE: All retail trade data are seasonally adjusted.
E = Exceeds 600 percent.
[a] By savings and loan associations.
[b] Total deposits of the Tenth District Federal Reserve Member Banks.
[c] Includes revisions in some previous months.

LAWTON SMSA

Category	3 Mos.'80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Employment (Number)					
Labor Force	31,501	31,908	31,850	-1.3	1.2
Total Employment	30,083	30,425	30,500	-1.1	1.6
Agriculture	767	767	800	0.0	3.2
Nonagriculture	29,316	29,658	29,700	-1.2	1.5
Manufacturing	2,875	2,300	2,900	25.0	0.0
Government	10,175	10,508	10,250	-3.2	-0.2
Wholesale and Retail Trade	7,117	6,833	7,225	4.2	3.2
Unemployment Rate (%)	4.5	4.6	4.2	—	—
Industrial Power Sales (000 Kwh)	31,457	16,768	9,750	87.6	-7.6
Private Residential Permits Issued					
Dollar Value ($000)	5,434	6,080	1,409	-10.6	-33.8
Number of Units	134	226	26	-40.7	-40.9
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	7,339	10,432	2,347	-29.6	-20.6
Number of Units	134	236	42	-43.2	-25.0
Nonresidential Contract Awards					
Commercial ($000)	5,095	1,108	60	359.8	-91.1
Industrial ($000)	176	0	0	—	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	1,494	1,239	184	20.6	-76.4
All Other Nonbuilding ($000)	503	215	0	134.0	—
Total Contract Awards ($000)	14,607	12,994	2,591	12.4	-41.9
Retail Trade ($000)					
Food	28,648	25,000	9,305	14.6	-1.7
Apparel	3,928	3,595	1,081	9.3	-10.7
General Merchandise	16,934	16,389	5,370	3.3	-5.6
Furniture	5,624	4,988	1,909	12.8	1.2
Lumber	5,622	3,972	1,576	41.5	-13.2
Auto Dealers	32,594	21,398	10,502	52.3	-13.9
Service Stations	5,541	5,108	1,866	8.5	-4.0
All Other	6,467	4,279	2,183	51.1	12.2
Total	105,358	84,729	33,792	24.3	-6.5

NOTE: All retail data are seasonally adjusted.

ENID SMSA

Category	3 Mos.'80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Employment (Number)					
Labor Force	26,792	25,742	27,050	4.1	1.5
Total Employment	26,125	25,000	26,450	4.5	1.6
Agriculture	1,050	1,058	1,100	-0.8	2.3
Nonagriculture	25,075	23,942	25,350	4.7	1.6
Manufacturing	2,792	2,925	2,825	-4.6	0.9
Wholesale and Retail Trade	6,692	6,483	6,725	3.2	1.5
Unemployment Rate (%)	2.5	2.9	2.2	—	—
Industrial Power Sales (000 Kwh)	96,247	103,960	18,678	-7.5	-45.0
Private Residential Permits Issued					
Dollar Value ($000)	4,593	5,716	1,814	-19.6	72.3
Number of Units	75	100	34	-25.0	183.3
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	4,507	7,003	2,288	-35.6	80.3
Number of Units	60	126	30	-52.4	114.3
Nonresidential Contract Awards[a]					
Commercial ($000)	2,497	911	1,076	274.1	235.2
Industrial ($000)	95	2,000	95	-95.2	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	0	0	0	0.0	0.0
All Other Nonbuilding ($000)	1,826	0	100	—	-94.2
Total Contract Awards ($000)[a]	8,925	9,914	3,559	-10.0	7.3
Retail Trade ($000)					
Food	17,564	14,621	5,823	20.1	2.0
Apparel	7,033	5,962	2,203	18.0	-2.5
General Merchandise	12,601	10,367	3,529	21.6	-20.9
Furniture	5,689	4,141	1,833	37.4	0.8
Lumber	6,845	4,130	1,858	65.7	-21.5
Auto Dealers	23,785	15,621	7,664	52.3	-13.9
Service Stations	4,291	4,061	1,444	5.7	-4.1
All Other	13,604	9,690	4,203	40.4	-0.1
Total	91,412	68,593	28,557	33.3	-8.5

NOTE: All retail data are seasonally adjusted.
[a]Includes revisions in some previous months.

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MUSKOGEE MA

Category	3 Mos. '80	3 Mos. '79	Mar. '80	Percentage Change 3 Mos. '80/'79	Percentage Change Mar./Feb. '80
Employment (Number)					
Labor Force	26,767	26,158	27,000	2.3	0.7
Total Employment	25,433	24,592	25,700	3.4	1.1
Agriculture	775	775	775	0.0	0.0
Nonagriculture	24,658	23,817	24,925	3.5	1.1
Manufacturing	4,983	4,900	5,075	1.7	2.5
Government	6,400	6,275	6,500	2.0	0.0
Wholesale and Retail Trade	5,150	5,108	5,150	0.8	0.5
Unemployment Rate (%)	5.0	6.0	4.8	—	—
Industrial Power Sales (000 Kwh)	73,030	75,616	24,259	-3.4	-6.1
Private Residential Permits Issued					
Dollar Value ($000)	1,922	1,308	378	46.9	-60.6
Number of Units	45	29	9	55.2	-52.6
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	3,868	5,161	1,125	-25.1	-35.3
Number of Units	78	116	24	-32.8	-17.2
Nonresidential Contract Awards					
Commercial ($000)	6,928	1,887	6,729	267.1	E
Industrial ($000)	200	200	0	0.0	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	206	0	90	—	-22.4
All Other Nonbuilding ($000)	629	544	157	15.6	-5.4
Total Contract Awards ($000)	11,831	7,792	8,101	51.8	291.9
Retail Trade ($000)					
Food	17,028	15,416	5,675	10.5	-0.3
Apparel	4,517	4,367	1,390	3.4	3.2
General Merchandise	8,702	7,813	2,695	11.4	-10.4
Furniture	3,184	2,874	934	10.8	-18.1
Lumber	4,124	3,023	1,217	36.4	-7.6
Auto Dealers	19,202	12,750	6,185	50.6	-13.9
Service Stations	4,718	4,414	1,588	6.9	-4.1
All Other	10,656	8,143	3,178	30.9	-9.4
Total	72,131	58,800	22,862	22.7	-8.0

NOTE: All retail trade data are seasonally adjusted.
E = Exceeds 600 percent.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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SUMMARY OF INDICATORS

Category	4 Mos. '80	4 Mos. '79	April '80	Percentage Change 4 Mos. '80/'79	Percentage Change April/Mar. '80
Personal Income (Monthly Average)					
Unadjusted ($000,000)	2,184	1,868	2,195	16.9	0.1
Adjusted for CPI ($000,000)	917.6	897.6	905.2	2.2	-1.0
Crude Oil Production (000 bbl)	48,792	46,233	11,852	5.5	-5.7
Industrial Power Sales (000,000 Kwh)[a]	2,453	2,408	614	1.9	1.8
Total Bank Deposits ($000,000)[b]					
Demand	3,847	3,496	3,818	10.0	2.6
Savings	6,766	6,102	6,836	10.9	0.8
Savings and Loan Associations ($000,000)					
Assets	5,497	4,977	5,556	10.4	0.5
New Mortgage Loans Made	241	312	67	-22.8	-1.5
Employment					
Total Labor Force (000)[c]	1306.1	1246.2	1317.9	4.8	0.4
Total Employment (000)	1260.0	1199.2	1269.6	5.1	0.1
Unemployment Rate (%)	3.6	3.8	3.7	—	—

[a]Sales of larger privately owned utility companies.
[b]Total deposits of the Federal Reserve Member Banks.
[c]Civilian Labor Force.

RETAIL TRADE IN SELECTED CITIES ($000)

City	April '80	Percentage Change 4 Mos. '80/'79	Percentage Change April/Mar. '80	City	April '80	Percentage Change 4 Mos. '80/'79	Percentage Change April/Mar. '80
Ada	10,647	18.1	-6.3	Sapulpa	7,306	22.2	0.8
Altus	8,854	17.8	-1.0	Seminole	4,213	35.5	-6.9
Alva	3,352	13.7	-3.9	Shawnee	13,449	17.4	-3.1
Anadarko	3,442	3.4	4.6	Stillwater	11,206	17.2	-4.3
Ardmore	13,687	26.1	-3.0	Tahlequah	5,680	12.9	-1.4
Bartlesville	20,946	28.9	-5.5	Tulsa	188,985	19.0	-0.9
Blackwell	3,196	27.3	0.8	Wagoner	1,995	8.8	16.8
Broken Arrow	12,346	32.9	2.6	Wewoka	1,730	22.3	2.3
Chickasha	9,207	17.6	-3.0	Woodward	10,129	27.8	-8.6
Clinton	6,002	31.7	2.0	Total Selected Cities	779,974	20.3	-2.1
Cushing	4,673	29.3	-1.7				
Del City	8,286	11.5	-6.8				
Duncan	13,721	21.2	1.1				
Durant	6,260	13.9	0.3				
Edmond	15,805	16.3	9.7				
Elk City	5,792	36.7	-6.1				
El Reno	6,355	26.6	0.2				
Guthrie	4,127	12.9	2.8				
Guymon	4,162	7.1	2.9				
Henryetta	3,824	19.8	-0.4				
Hobart	2,252	22.0	4.6				
Holdenville	2,210	25.8	0.9				
Hugo	3,696	27.5	2.8				

Note: All retail trade data are seasonally adjusted.

RETAIL TRADE AND CONSTRUCTION

Category	4 Mos. '80	4 Mos. '79	April '80	Percentage Change 4 Mos. '80/'79	Percentage Change April/Mar. '80
RETAIL TRADE ($000)					
Durable Goods[a]	1,788,524	1,327,921	423,816	34.7	-3.6
Auto Dealers	1,148,555	806,344	276,220	42.4	-2.0
Accessory Dealers	142,273	102,162	31,812	39.3	-10.5
Total Automotive	1,290,828	908,506	308,032	42.1	-2.9
Furniture	129,486	108,430	29,575	19.4	-5.3
Household Appliances	71,131	59,094	17,303	20.4	6.4
Total Furniture and Appliances	200,617	167,524	46,878	19.8	-1.3
Lumber and Building Materials	238,648	180,782	50,023	32.0	-7.3
Hardware Stores	19,418	16,846	4,261	15.3	-9.8
Total Lumber, Building Materials and Hardware	258,066	197,628	54,284	30.6	-7.6
Nondurable Goods[a]	2,607,813	2,323,129	649,341	12.3	0.8
Apparel	264,115	217,934	62,984	21.2	-3.8
Drug Stores	75,170	71,868	20,177	4.6	11.8
Eating and Drinking Places	374,349	300,174	92,293	24.7	0.1
Food Group	950,436	862,695	243,022	10.2	5.4
Service Stations	280,708	271,145	67,395	3.5	-6.0
Department Stores, Mail Order Houses and Variety Stores	507,435	410,973	123,944	23.5	-1.3
Total Retail Trade	4,396,337	3,651,050	1,073,157	20.4	-1.0
CONSTRUCTION					
Private Residential Building Permits Issued					
Number of Units	4,074	5,370	770	-24.1	-27.0
Residential Contract Awards[b]					
Dollar Value ($000)	294,652	351,341	78,169	-16.1	6.2
Number of Units	5,745	8,210	1,317	-30.0	-21.3
Nonresidential Contract Awards					
Commercial ($000)	248,216	227,029	50,733	9.3	-6.8
Industrial ($000)	39,422	39,047	9,992	1.00	101.5
Nonbuilding Contract Awards					
Streets and Highways ($000)	88,917	71,265	29,061	24.8	7.1
All Other Nonbuilding ($000)[b]	62,050	691,486	18,157	-91.0	113.1
Total Contract Awards ($000)	733,257	1,380,168	186,112	-46.9	10.4

Note: All retail trade data are seasonally adjusted.
[a]Totals include data for categories not shown in the table.
[b]Includes revisions in some previous months.

LAWTON SMSA

Category	4 Mos. '80	4 Mos. '79	April '80	Percentage Change 4 Mos. '80/'79	Percentage Change April/Mar. '80
Employment (Number)					
Labor Force	31,588	31,956	31,925	-1.2	0.5
Total Employment	30,131	30,500	30,400	-1.2	0.1
Unemployment Rate (%)	4.6	4.6	4.8	—	—
Private Residential Permits Issued					
Dollar Value ($000)	6,596	9,309	1,162	-29.2	-17.5
Number of Units	155	322	21	-51.9	-19.2
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	10,257	14,891	2,918	-31.1	24.3
Number of Units	173	388	39	-55.4	-7.2
Nonresidential Contract Awards					
Commercial ($000)	5,423	7,517	328	-27.9	446.7
Industrial ($000)	176	0	0	—	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	2,413	1,239	919	94.8	399.4
All Other Nonbuilding ($000)	3,120	1,600	2,617	95.0	—
Total Contract Awards ($000)	21,389	25,247	6,782	-15.3	161.8
Retail Trade ($000)					
Food	38,223	33,423	9,547	14.4	2.4
Apparel	5,068	4,857	1,152	4.3	6.8
General Merchandise	22,071	21,917	5,170	0.7	-4.2
Furniture	7,430	6,784	1,828	9.5	-3.8
Lumber	7,104	5,451	1,541	30.3	-2.8
Auto Dealers	42,778	29,679	10,272	44.1	-2.0
Service Stations	7,351	6,984	1,825	5.3	-2.0
All Other	8,118	5,726	1,714	41.8	-17.9
Total	138,143	114,821	33,049	20.3	-2.0

Note: All retail trade data are seasonally adjusted.

ENID AND MUSKOGEE AREAS

Category	4 Mos. '80	4 Mos. '79	April '80	Percentage Change 4 Mos. '80/ 79	Percentage Change April/Mar. '80
ENID SMSA					
Employment (Number)					
Labor Force	26,881	25,769	27,150	4.3	0.4
Total Employment	26,219	25,075	26,500	4.6	0.2
Unemployment Rate (%)	2.4	2.7	2.4	—	—
Private Residential Permits Issued					
Dollar Value ($000)	5,567	8,034	974	-30.7	-46.3
Number of Units	85	150	10	-43.3	-70.6
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	5,476	13,230	969	-58.6	-57.6
Number of Units	70	179	10	-60.9	-66.7
Nonresidential Contract Awards[a]					
Commercial ($000)	3,735	2,806	1,238	33.1	15.0
Industrial ($000)	605	2,000	510	-69.8	436.8
Nonbuilding Contract Awards					
Streets and Highways ($000)	0	1,258	0	—	0.0
All Other Nonbuilding ($000)	2,479	333	653	E	553.0
Total Contract Awards ($000)[a]	12,295	19,627	3,370	-37.4	-5.3
Retail Trade ($000)					
Food	23,142	19,355	5,680	19.6	-1.9
Apparel	8,924	7,925	2,023	12.6	-6.7
General Merchandise	16,718	13,882	4,149	20.4	17.9
Furniture	7,352	5,432	1,762	35.4	-2.6
Lumber	8,623	5,694	1,908	51.4	1.3
Auto Dealers	31,216	21,666	7,495	44.1	-2.0
Service Stations	5,616	5,481	1,346	2.5	-6.2
All Other	18,016	13,527	4,151	33.2	-1.8
Total	119,607	92,962	28,514	28.7	0.1
MUSKOGEE MA					
Employment (Number)					
Labor Force	26,825	26,069	26,925	2.9	-0.6
Total Employment	25,488	24,562	25,600	3.8	-0.6
Unemployment Rate (%)	5.0	5.8	4.9	—	—
Private Residential Permits Issued					
Dollar Value ($000)	2,598	4,451	676	-41.6	78.8
Number of Units	61	161	16	-62.1	77.8
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	4,897	7,162	1,029	-31.6	-8.5
Number of Units	99	148	21	-33.1	-12.5
Nonresidential Contract Awards					
Commercial ($000)	7,105	2,173	177	227.0	-97.4
Industrial ($000)	2,202	200	2,002	E	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	313	0	107	—	18.9
All Other Nonbuilding ($000)	647	544	18	18.9	-88.5
Total Contract Awards ($000)	15,164	10,079	3,333	50.4	-58.9
Retail Trade ($000)					
Food	22,719	20,760	5,697	9.4	0.5
Apparel	5,909	5,848	1,375	1.0	-0.4
General Merchandise	11,525	10,419	2,831	10.6	5.0
Furniture	3,994	3,655	852	9.3	-8.6
Lumber	4,747	3,893	768	21.9	-32.2
Auto Dealers	25,198	17,681	6,047	42.5	-2.0
Service Stations	6,175	5,958	1,483	3.6	-6.0
All Other	12,998	10,907	2,165	19.2	-33.7
Total	93,265	79,121	21,218	17.9	-7.1

Note: All retail trade data are seasonally adjusted.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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OKLAHOMA CITY AND TULSA SMSA

Category	4 Mos. '80	4 Mos. '79	April '80	Percentage Change 4 Mos. '80/'79	Percentage Change April/Mar. '80
OKLAHOMA CITY SMSA					
Employment (Number)					
Labor Force	406,200	376,175	411,300	8.0	0.5
Total Employment	393,275	362,975	397,000	8.3	-0.1
Unemployment Rate (%)	3.2	3.5	3.5	—	—
Mortgage Loans Made ($000)[a]	54,756	84,360	13,000	-35.1	-22.8
Bank Deposits ($000,000)[b]					
Demand Deposits	953	822	947	15.9	4.2
Time and Savings Deposits	1,472	1,450	1,422	1.5	-1.2
Private Residential Permits Issued					
Dollar Value ($000)	76,499	92,049	12,707	-16.9	-39.1
Number of Units	1,616	2,059	254	-21.5	-39.5
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	94,343	104,204	16,944	-9.5	-33.9
Number of Units	1,745	2,270	324	-23.1	-49.7
Nonresidential Contract Awards					
Commercial ($000)	94,712	79,672	20,845	18.9	-19.5
Industrial ($000)[c]	7,130	20,728	4,581	-65.6	79.7
Nonbuilding Contract Awards					
Streets and Highways ($000)	16,720	15,435	5,765	8.3	272.2
All Other Nonbuilding ($000)	19,555	19,251	3,113	1.6	75.3
Total Contract Awards ($000)[c]	232,460	239,290	51,248	-2.9	-10.7
Retail Trade ($000)					
Food	428,603	377,358	109,753	13.6	-0.1
Apparel	96,888	76,422	22,244	26.8	-4.2
General Merchandise	230,496	195,665	56,713	17.8	-1.0
Furniture	74,161	63,059	17,052	17.6	-7.1
Lumber	73,385	63,024	15,716	16.4	-0.4
Auto Dealers	403,394	283,055	96,801	42.5	-2.0
Service Stations	79,436	76,612	19,073	3.7	-6.0
All Other	154,376	141,514	34,380	9.1	-6.9
Total	1,540,739	1,276,709	371,732	20.7	-2.2
TULSA SMSA					
Employment (Number)					
Labor Force	311,075	300,025	311,700	3.7	-0.2
Total Employment	300,300	289,350	300,900	3.8	-0.4
Unemployment Rate (%)	3.5	3.6	3.5	—	—
Mortgage Loans Made ($000)[a]	71,260	92,361	24,600	-22.8	48.0
Bank Deposits ($000,000)[b]					
Demand Deposits	808	704	805	14.8	5.9
Time and Savings Deposits	1,204	1,147	1,203	5.0	-1.9
Private Residential Permits Issued					
Dollar Value ($000)	49,508	61,562	14,166	-19.6	45.8
Number of Units	1,314	1,382	312	-4.9	11.8
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	65,642	82,338	25,030	-20.3	97.0
Number of Units	1,182	2,076	248	-43.1	-29.4
Nonresidential Contract Awards					
Commercial ($000)[c]	79,197	90,167	15,711	-12.2	106.8
Industrial ($000)	24,766	13,842	1,606	78.9	E
Nonbuilding Contract Awards					
Streets and Highways ($000)	19,374	11,067	625	75.1	-95.8
All Other Nonbuilding ($000)	12,594	300,355	2,187	-95.8	-36.3
Total Contract Awards ($000)[c]	201,573	497,769	45,159	-59.5	-6.3
Retail Trade ($000)					
Food	300,460	278,689	74,281	7.8	5.1
Apparel	62,665	54,406	15,711	15.2	1.8
General Merchandise	129,149	109,440	28,795	18.0	2.1
Furniture	60,227	48,606	13,192	23.9	-9.2
Lumber	56,605	45,689	11,001	23.9	-13.8
Auto Dealers	297,046	208,753	71,275	42.3	-2.0
Service Stations	65,124	62,888	15,636	3.6	-6.0
All Other	118,403	97,401	23,695	21.6	-7.7
Total	1,089,679	905,872	253,586	20.3	-1.2

Note: All retail trade data are seasonally adjusted.
E = exceeds 500 percent.
[a] By savings and loan associations.
[b] Total deposits of the Tenth District Federal Reserve Member Banks.
[c] Includes revisions in some previous months.

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SUMMARY OF INDICATORS

Category	5 Mos. '80	5 Mos. '79	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April '80
Personal Income (Monthly Average)					
Unadjusted ($000,000)	2,187	1,917	2,198	14.1	0.1
Adjusted for CPI ($000,000)	913.6	915.9	897.5	-0.3	-0.9
Crude Oil Production (000 bbl)	61,211	59,257	12,419	3.3	4.8
Industrial Power Sales (000 Kwh)[a]	3,056	3,027	603	1.0	-1.8
Total Bank Deposits ($000,000)[b]					
Demand	3,828	3,497	3,753	9.5	-1.7
Savings	6,792	6,116	6,898	11.0	0.9
Savings and Loan Associations ($000,000)					
Assets	5,516	4,999	5,590	10.3	0.6
New Mortgage Loans Made	292	445	51	-34.4	-23.9
Employment					
Total Labor Force (000)[c]	1310.6	1252.0	1327.0	4.7	0.6
Total Employment (000)	1262.5	1206.3	1272.5	4.6	0.2
Unemployment Rate (%)	3.7	3.7	4.1	—	—

[a]Sales of larger privately owned utility companies.
[b]Total deposits of the Federal Reserve Member Banks.
[c]Civilian Labor Force.

RETAIL TRADE IN SELECTED CITIES ($000)

City	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April '80	City	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April '80
Ada	10,541	15.0	-1.0	Lawton	28,500	13.3	-4.7
Altus	9,962	18.6	12.5	McAlester	10,096	20.0	-1.1
Alva	3,210	10.8	-4.2	Miami	8,150	11.0	3.8
Anadarko	3,414	3.9	-0.8	Midwest City	25,650	17.5	0.6
Ardmore	13,466	22.6	-1.6	Norman	25,641	14.1	-2.6
Bartlesville	22,439	27.6	7.1	Oklahoma City	195,343	16.5	-11.3
Blackwell	3,250	22.7	1.7	Okmulgee	6,387	18.6	-3.4
Broken Arrow	11,463	28.3	-7.2	Pauls Valley	3,603	21.7	-2.6
Chickasha	8,979	13.8	-2.5	Pawhuska	2,332	20.4	0.2
Clinton	5,755	28.6	-4.1	Ponca City	12,823	11.8	0.4
Cushing	3,973	21.3	-15.0	Poteau	4,031	25.3	-6.7
Del City	8,504	10.0	2.6	Sand Springs	7,917	16.0	0.5
Duncan	13,850	18.0	0.9	Sapulpa	7,690	20.3	5.2
Durant	6,317	11.3	0.9	Seminole	4,421	31.7	4.9
Edmond	15,902	14.7	0.6	Shawnee	13,882	15.1	3.2
Elk City	6,320	33.8	9.1	Stillwater	11,183	13.8	-0.2
Guthrie	3,874	9.8	-6.1	Tahlequah	5,642	10.3	-0.7
Guymon	4,473	7.8	7.5	Tulsa	184,356	16.0	-2.4
Henryetta	3,763	16.9	-1.6	Watonga	1,951	8.0	-2.2
Hobart	2,182	18.8	-3.1	Wewoka	1,670	18.4	-3.5
Holdenville	2,228	21.8	0.8	Woodward	10,351	26.1	2.2
Hugo	3,354	22.5	-9.3				
Idabel	4,615	21.0	-5.8	**Total Selected Cities**	743,453	16.8	-3.9

Note: All retail trade data are seasonally adjusted.

RETAIL TRADE AND CONSTRUCTION

Category	5 Mos. '80	5 Mos. '79	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April '80
RETAIL TRADE ($000)					
Durable Goods[a]	2,212,187	1,719,899	423,663	28.6	-0.1
Auto Dealers	1,434,171	1,056,961	285,616	35.7	3.4
Accessory Dealers	173,871	127,962	31,598	35.9	-0.7
Total Automotive	1,608,042	1,184,923	317,214	35.7	3.0
Furniture	158,026	137,434	28,540	15.0	-3.5
Household Appliances	86,665	73,702	15,534	17.6	-12.3
Total Furniture and Appliances	244,691	211,136	44,074	15.9	-6.8
Lumber and Building Materials	282,004	227,262	43,356	24.1	-13.3
Hardware Stores	23,579	20,934	4,161	12.6	-2.4
Total Lumber, Building Materials and Hardware	305,583	248,196	47,517	23.1	-12.5
Nondurable Goods[a]	3,250,693	2,911,517	642,880	11.6	-1.0
Apparel	327,376	273,933	63,261	19.5	0.4
Drug Stores	93,985	89,335	18,815	5.2	-6.8
Eating and Drinking Places	469,318	377,956	94,969	24.2	2.9
Food Group	1,202,061	1,081,155	251,625	11.2	3.5
Service Stations	343,496	337,252	62,788	1.8	-6.8
Department Stores, Mail Order Houses and Variety Stores	619,862	518,678	112,427	19.5	-9.3
Total Retail Trade	5,462,880	4,631,416	1,066,543	18.0	-0.6
CONSTRUCTION					
Private Residential Building Permits Issued					
Number of Units	5,144	7,362	1,070	-30.1	39.0
Residential Contract Awards[b]					
Dollar Value ($000)	376,580	465,078	83,128	-19.0	6.3
Number of Units	7,377	10,730	1,633	-31.2	24.0
Nonresidential Contract Awards[b]					
Commercial ($000)	287,398	282,766	32,468	1.6	-35.9
Industrial ($000)	48,015	43,578	8,518	10.2	-14.8
Nonbuilding Contract Awards					
Streets and Highways ($000)	116,363	103,606	27,446	12.3	-5.6
All Other Nonbuilding ($000)[b]	90,350	715,246	28,044	-87.4	54.4
Total Contract Awards ($000)[b]	918,706	1,610,274	179,604	-43.0	-3.4

Note: All retail trade data are seasonally adjusted.
[a]Totals include data for categories not shown in the table.
[b]Includes revisions in some previous months.

LAWTON SMSA

Category	5 Mos. '80	5 Mos. '79	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April'80
Employment (Number)					
Labor Force	31,700	32,020	32,225	-1.0	1.2
Total Employment	30,170	30,595	30,425	-1.4	0.4
Unemployment Rate (%)	4.3	4.5	5.6	—	—
Private Residential Permits Issued					
Dollar Value ($000)	7,647	12,070	1,050	-36.6	-9.6
Number of Units	174	412	19	-57.8	-9.5
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	12,346	19,319	2,089	-36.1	-28.4
Number of Units	209	534	36	-60.9	-7.7
Nonresidential Contract Awards					
Commercial ($000)	5,639	7,983	216	-29.4	-34.2
Industrial ($000)	558	90	382	513.2	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	3,605	1,239	1,192	191.0	29.7
All Other Nonbuilding ($000)	4,512	1,600	1,392	182.0	-46.8
Total Contract Awards ($000)	26,660	30,231	5,271	-11.8	-22.3
Retail Trade ($000)					
Food	47,006	42,262	8,783	11.2	-8.0
Apparel	6,134	6,111	1,066	0.4	-7.5
General Merchandise	27,495	27,518	5,424	-0.1	4.9
Furniture	9,060	8,609	1,630	5.2	-10.8
Lumber	8,432	7,207	1,328	17.0	-13.8
Auto Dealers	53,396	38,892	10,618	37.3	3.4
Service Stations	8,991	8,683	1,640	3.5	-10.1
All Other	8,918	7,117	800	25.3	-53.3
Total	169,432	146,399	31,289	15.7	-5.3

Note: All retail trade data are seasonally adjusted.

ENID AND MUSKOGEE AREAS

Category	5 Mos. '80	5 Mos. '79	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April '80
ENID SMSA					
Employment (Number)					
Labor Force	27,035	25,865	27,625	4.5	1.6
Total Employment	26,355	25,205	26,900	4.6	1.5
Unemployment Rate (%)	2.5	2.5	2.6	—	—
Private Residential Permits Issued					
Dollar Value ($000)	6,600	10,272	1,032	-35.8	6.0
Number of Units	102	190	17	-46.3	70.0
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	6,689	16,186	1,213	-58.7	25.2
Number of Units	88	219	18	-59.8	80.0
Nonresidential Contract Awards[a]					
Commercial ($000)	4,525	4,325	790	4.6	-36.2
Industrial ($000)	605	2,000	0	-69.8	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	0	1,258	0	—	—
All Other Nonbuilding ($000)	2,793	582	314	379.9	-51.9
Total Contract Awards ($000)[a]	14,612	24,351	2,317	-40.0	-31.2
Retail Trade ($000)					
Food	28,806	24,358	5,664	18.3	-0.3
Apparel	11,221	9,866	2,297	13.7	13.5
General Merchandise	21,137	17,530	4,419	20.6	6.5
Furniture	8,997	6,967	1,645	29.1	-6.6
Lumber	10,477	7,226	1,854	45.0	-2.8
Auto Dealers	38,964	28,392	7,748	37.2	3.4
Service Stations	6,872	6,818	1,256	0.8	-6.7
All Other	22,152	17,072	4,136	29.8	-0.4
Total	148,626	118,229	29,019	25.7	1.8
MUSKOGEE MA					
Employment (Number)					
Labor Force	26,920	26,120	27,250	3.1	1.0
Total Employment	25,535	24,680	25,700	3.5	0.3
Unemployment Rate (%)	5.1	5.5	5.7	—	—
Private Residential Permits Issued					
Dollar Value ($000)	3,238	5,457	640	-40.7	-5.3
Number of Units	76	187	15	-59.4	-6.2
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	6,095	8,908	1,198	-31.6	16.4
Number of Units	125	187	26	-33.2	23.8
Nonresidential Contract Awards					
Commercial ($000)	7,105	4,810	0	47.7	—
Industrial ($000)	2,202	200	0	E	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	313	689	0	-54.6	—
All Other Nonbuilding ($000)	647	982	0	-34.1	—
Total Contract Awards ($000)	16,362	15,589	1,198	5.0	-64.1
Retail Trade ($000)					
Food	28,365	26,128	5,646	8.6	-0.9
Apparel	7,465	7,135	1,556	4.6	13.2
General Merchandise	14,198	13,081	2,673	8.5	-5.6
Furniture	4,788	4,623	794	3.6	-6.8
Lumber	5,660	4,914	913	15.2	18.9
Auto Dealers	31,448	23,167	6,250	35.7	3.4
Service Stations	7,556	7,411	1,381	2.0	-6.9
All Other	15,262	13,671	2,264	11.6	4.6
Total	114,742	100,130	21,477	14.6	1.2

Note: All retail trade data are seasonally adjusted. E = Exceeds 600 percent. [a]Totals include revisions in some previous months.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director;* Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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Center for Economic and Management Research
University of Oklahoma
Norman, Oklahoma 73019
RETURN POSTAGE GUARANTEED

ABUER MEMBER

OKLAHOMA CITY AND TULSA SMSA

Category	5 Mos. '80	5 Mos. '79	May '80	Percentage Change 5 Mos. '80/'79	Percentage Change May/April '80
OKLAHOMA CITY SMSA					
Employment (Number)					
Labor Force	407,280	377,660	411,700	7.8	0.1
Total Employment	393,900	364,840	396,500	8.0	-0.1
Unemployment Rate (%)	3.3	3.4	3.7	—	—
Mortgage Loans Made ($000)[a]	61,456	117,460	6,700	-47.7	-48.5
Bank Deposits ($000,000)[b]					
Demand Deposits	947	820	923	15.5	-2.5
Time and Savings Deposits	1,471	1,449	1,464	1.5	3.0
Private Residential Permits Issued					
Dollar Value ($000)	103,266	123,765	26,767	-16.6	110.6
Number of Units	2,252	2,721	636	-17.2	150.4
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	130,418	135,630	37,275	-3.8	120.0
Number of Units	2,497	2,918	753	-14.4	132.4
Nonresidential Contract Awards[c]					
Commercial ($000)	114,347	104,268	12,921	9.7	-37.7
Industrial ($000)	9,130	21,478	1,925	-57.5	-58.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	18,778	25,636	2,058	-26.8	-64.3
All Other Nonbuilding ($000)	27,415	26,049	7,604	5.2	144.3
Total Contract Awards ($000)[c]	300,088	313,061	61,783	-4.2	20.8
Retail Trade ($000)					
Food	540,155	474,401	111,552	13.9	1.6
Apparel	119,948	95,708	23,060	25.3	3.7
General Merchandise	267,368	246,643	36,872	8.4	-35.0
Furniture	90,837	79,635	16,676	14.1	-2.2
Lumber	86,839	79,720	13,454	8.9	-14.4
Auto Dealers	503,456	370,874	100,062	35.7	3.4
Service Stations	97,204	95,291	17,768	2.0	-6.8
All Other	177,366	173,747	22,990	2.1	-33.1
Total	1,883,173	1,616,019	342,434	16.5	-7.9
TULSA SMSA					
Employment (Number)					
Labor Force	311,520	300,880	312,900	3.5	0.2
Total Employment	300,440	290,560	301,000	3.4	0.1
Unemployment Rate (%)	3.6	3.4	3.8	—	—
Mortgage Loans Made ($000)[a]	85,260	132,561	14,000	-35.7	-43.1
Bank Deposits ($000,000)[b]					
Demand Deposits	805	702	792	14.7	-1.6
Time and Savings Deposits	1,199	1,140	1,179	5.2	-2.0
Private Residential Permits Issued					
Dollar Value ($000)	58,824	99,252	9,316	-40.7	-34.2
Number of Units	1,502	2,205	188	-31.9	-39.8
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	76,799	113,541	11,157	-32.4	-55.4
Number of Units	1,387	2,795	205	-50.4	-17.3
Nonresidential Contract Awards					
Commercial ($000)[c]	89,388	105,845	10,191	-15.6	-35.1
Industrial ($000)	26,166	17,306	1,400	51.2	-12.8
Nonbuilding Contract Awards					
Streets and Highways ($000)	28,904	20,027	9,530	44.3	E
All Other Nonbuilding ($000)	22,782	308,634	10,188	-92.6	365.8
Total Contract Awards ($000)[c]	244,039	565,353	42,466	-56.8	-6.0
Retail Trade ($000)					
Food	375,846	348,236	75,386	7.9	1.5
Apparel	77,621	68,280	14,956	13.7	-4.8
General Merchandise	157,417	137,527	28,268	14.5	-1.8
Furniture	73,966	61,122	13,739	21.0	4.1
Lumber	66,208	57,286	9,603	15.6	-12.7
Auto Dealers	370,730	273,514	73,684	35.5	3.4
Service Stations	79,691	78,220	14,567	1.9	-6.8
All Other	140,828	122,244	22,425	15.2	-5.4
Total	1,342,307	1,146,429	252,628	17.1	-0.4

Note: All retail trade data are seasonally adjusted.
E = exceeds 600 percent.
[a] By savings and loan associations.
[b] Total deposits of the Tenth District Federal Reserve Member Banks.
[c] Includes revisions in some previous months.